3. (Twice Amended) Apparatus for helping an individual manage his/her psychological and/or physiological state, comprising:

a first device for allowing an individual to expose a set of stimuli chosen by the individual to one's self wherein said set of stimuli are based on a personalized stimuli profile;

a second device for measuring a physiological state of the individual is exposed to said set of stimuli; and

 $( \angle )$ 

a third device for recording stimuli from said set of stimuli which provide a preferred response based on the measured physiological state of the individual.

12. (Twice Amended) Apparatus for facilitating management by an individual of a psychological and physiological state of said individual using images, comprising:

a display for allowing an individual to show a first set of images chosen by the individual to one's self wherein said set of images are based on a personalized image profile;

a first device for measuring a physiological state of the individual as the individual views the first set of images; and

a second device for recording images from said first set of images which provide a preferred response based on the measured physiological state of the individual, and for creating a personalized preferred image response profile that defines preferred characteristics which are representative of common characteristics of the recorded preferred images.